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# Smartphone Ownership — 2013 Update

*56% of American adults now own a smartphone of some kind; Android and iPhone owners account for half of the cell phone user population. Higher income adults and those under age 35 lead the way when it comes to smartphone ownership.*

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<http://pewinternet.org/Reports/2013/Smartphone-Ownership-2013.aspx>

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## 56% of American adults are now smartphone owners

For the first time since the Pew Research Center's Internet & American Life Project began systematically tracking smartphone adoption, a majority of Americans now own a smartphone of some kind. Our definition of a smartphone owner includes anyone who says "yes" to one—or both—of the following questions:

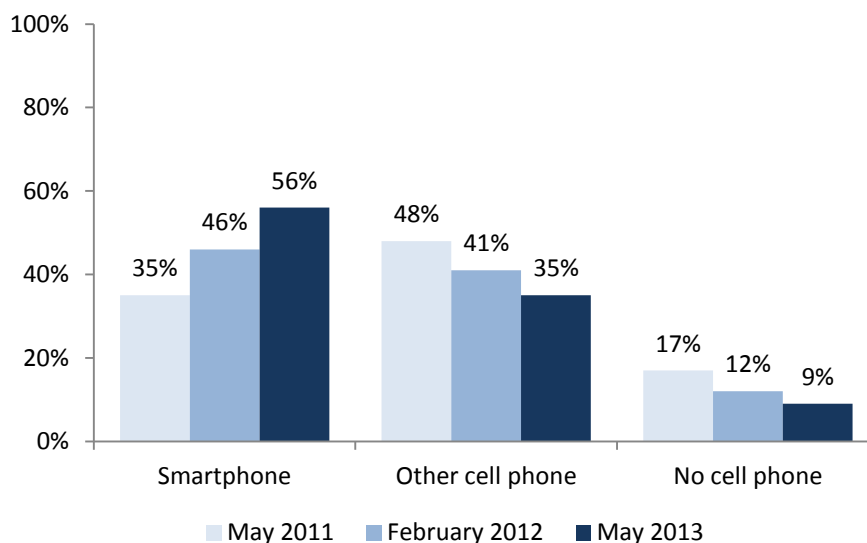
- 55% of cell phone owners say that *their phone is a smartphone*.
- 58% of cell phone owners say that their phone *operates on a smartphone platform* common to the U.S. market.<sup>1</sup>

Taken together, 61% of cell owners said yes to at least one of these questions and are classified as smartphone owners. Because 91% of the adult population now owns some kind of cell phone, that means that 56% of *all* American adults are now smartphone adopters. One third (35%) have some other kind of cell phone that is not a smartphone, and the remaining 9% of Americans do not own a cell phone at all.

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### Changes in smartphone ownership, 2011–2013

% of all U.S. adults who own...



**Source:** Pew Research Center's Internet & American Life Project April 26-May 22, 2011, January 20-February 19, 2012, and April 17-May 19, 2013 tracking surveys. For 2013 data, n=2,252 adults and survey includes 1,127 cell phone interviews. All surveys include Spanish-language interviews.

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<sup>1</sup> This includes anyone who identified their phone as an iPhone, Android phone, Blackberry, or Windows phone

## Demographic trends in smartphone ownership

As has consistently been the case since we began measuring smartphone adoption two years ago, ownership is particularly high among younger adults, especially those in their twenties and thirties (although a majority of Americans in their mid-forties through mid-fifties are now smartphone adopters) and those with relatively high levels of household income and educational attainment.

Every major demographic group experienced significant year-to-year growth in smartphone ownership between 2012 and 2013, although seniors—defined as those 65 and older—continue to exhibit relatively low adoption levels compared with other demographic groups. Some 18% of Americans age 65 and older now own a smartphone, compared with 13% in February 2012.

### Smartphone ownership by demographic group— gender, age, race/ethnicity

*% within each group who own a smartphone*

|                       |                               | Own a smartphone   |
|-----------------------|-------------------------------|--------------------|
| All adults (n=2,252)  |                               | 56%                |
| <b>Gender</b>         |                               |                    |
| a                     | Men (n=1,029)                 | 59 <sup>b</sup>    |
| b                     | Women (n=1,223)               | 53                 |
| <b>Age</b>            |                               |                    |
| a                     | 18-24 (n=243)                 | 79 <sup>cdef</sup> |
| b                     | 25-34 (n=284)                 | 81 <sup>cdef</sup> |
| c                     | 35-44 (n=292)                 | 69 <sup>def</sup>  |
| d                     | 45-54 (n=377)                 | 55 <sup>ef</sup>   |
| e                     | 55-64 (n=426)                 | 39 <sup>f</sup>    |
| f                     | 65+ (n=570)                   | 18                 |
| <b>Race/ethnicity</b> |                               |                    |
| a                     | White, Non-Hispanic (n=1,571) | 53                 |
| b                     | Black, Non-Hispanic (n=252)   | 64 <sup>a</sup>    |
| c                     | Hispanic (n=249)              | 60                 |

**Source:** Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/-2.3 percentage points based on all adults (n=2,252).

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

## Smartphone ownership by demographic group— education, household income, geography

% within each group who own a smartphone

|                             |                               | Own a smartphone  |
|-----------------------------|-------------------------------|-------------------|
| All adults (n=2,252)        |                               | 56%               |
| <b>Education attainment</b> |                               |                   |
| a                           | Less than high school (n=168) | 36                |
| b                           | High school grad (n=630)      | 46 <sup>a</sup>   |
| c                           | Some College (n=588)          | 60 <sup>ab</sup>  |
| d                           | College + (n=834)             | 70 <sup>abc</sup> |
| <b>Household income</b>     |                               |                   |
| a                           | Less than \$30,000/yr (n=580) | 43                |
| b                           | \$30,000-\$49,999 (n=374)     | 52 <sup>a</sup>   |
| c                           | \$50,000-\$74,999 (n=298)     | 61 <sup>a</sup>   |
| d                           | \$75,000+ (n=582)             | 78 <sup>abc</sup> |
| <b>Urbanity</b>             |                               |                   |
| a                           | Urban (n=763)                 | 59 <sup>c</sup>   |
| b                           | Suburban (n=1,037)            | 59 <sup>c</sup>   |
| c                           | Rural (n=450)                 | 40                |

**Source:** Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/-2.3 percentage points based on all adults (n=2,252).

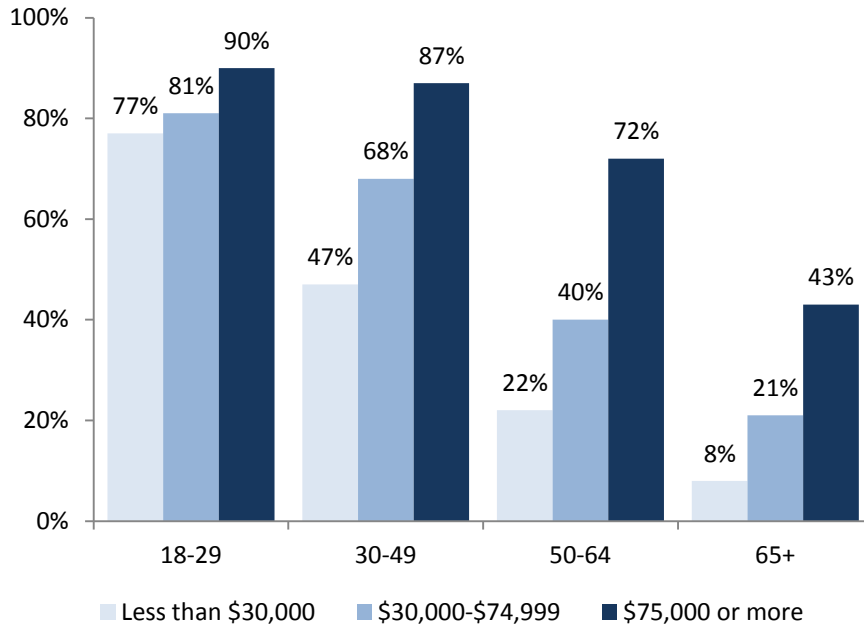
**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Though growth in smartphone ownership has occurred up and down the economic spectrum, adoption still varies significantly by household income. However, that variation is unevenly distributed across different age groups. Younger adults—regardless of income level—are very likely to be smartphone owners. Conversely, for older adults smartphone ownership is more of an “elite” phenomenon: smartphones tend to be quite prevalent at the upper end of the income distribution but much less common among those with lower income levels.

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## Smartphone ownership by income/age grouping

*% within each age/income grouping who own a smartphone (example: 77% of 18-29 year olds with an annual household income of less than \$30,000 are smartphone owners)*



**Source:** Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/-2.3 percentage points based on all adults (n=2,252).

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## Trends in platform adoption

Since 2011, the proportion of cell owners who say they own either an iPhone or an Android device have each grown dramatically. Android owners now represent 28% of all cell owners (up from 15% in May 2011), while iPhone owners now represent 25% of the cell owner population (up from 10% in May 2011). Meanwhile, the proportion of cell owners who say they own a Blackberry device has fallen from 10% in May 2011 to just 4% in our most recent survey.

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